

The Sea Coast Echo

ECHO BLDG.

Thirty-Five Years of Publication.

Chas. G. Moreau, Editor and Publisher.
Official Journal Board of Supervisors.
Official Journal City Bay St. Louis.
Member National Editorial Association.
Member State Press Association.

Subscription Terms, \$2.00 Per Annum
Always in Advance.

Man's universal delusion is that he will some day get out of debt.

Few are so deceitful as to talk about a mule behind his back.

When the loop dangles before a murderer his lawyers look for a loophole.

One reason so many poets are poor is that there are so many poor poets.

Photographs seldom do us justice, being fortunately tempered with mercy.

"Gored to Death by Bull"—Headline. Well, we've been nearly bored to death by it.

A lot of people are shouting for reform, when what they need really is chloroform.

Women are happier than men at least they get more enjoyment out of their misery.

Man is mentioned in the Bible 4,332 times, woman only 536 but women didn't write it.

The London woman who kept her marriage a secret for twenty years must have had a mighty sorry looking husband.

A Japanese Christian has copied by hand the whole Bible on a sheet of paper six feet long, the task taking seven years.

The Pathfinder suggests that the trouble with Europe is that she has "lost her cud." At any rate she appears to have bitten off more than she can chew.

Louis Mowbray, of the New York aquarium, has transported more fish than any other person. Curiously enough, most of them came from Florida waters.

An Oklahoma dairyman takes the public into his confidence by advertising that "having installed city water, I can easily increase my customers for milk."

The government's Alaskan seal herd yielded nearly three million dollars worth of skins last year, but Uncle Sam was skinned for a much larger amount during the same period.

An exchange prints this item thus: "Thomas, Edison gave the Crown Prince of Sweden his first ride on a Ford mtegmish shrdn." The latter portion is probably Swedish for "Thanks for the buggy ride."

Fat folks are proverbially good natured, and certain concerns are said to have found that many of them are also gullible. As a protection to the latter class the postoffice department has issued fraud orders against a number of firms which have swindled obese ladies, through false claims for anti-fat remedies as aids in a reducing regimen.

When a co-operative life insurance society was organized in an Arkansas town 45 years ago, three applicants were rejected as bad physical risks. All three are still living, while every one of the members admitted to the society are dead. Another illustration of the truth that "you never can tell."

An old epitaph, considered funny by our grandparents, is going the rounds again and is reproduced for the benefit of the present generation: "Sacred to the memory of Eben Harvey, who departed this life suddenly by a cow kicking him in the back lot, on September 15th, 1843. Well done, thou good and faithful servant."

King Alfonso of Spain has a collection of relics which serve to remind him that he is lucky to be on earth today. Among them are the nipple of a feeding bottle used in an attempt to poison him when he was a baby, pieces of a bomb hurled at him in Barcelona, the skeleton of a horse killed by another bomb thrown at him, pieces of a carriage in which he rode with President Loubet of France when an attempt was made to assassinate him in Paris, and other similar souvenirs.

Salvatore Puglisi appealed the refusal of the United States authorities to admit him as an immigrant, claiming to be an actor and not subject to the immigration quota. Denying his plea the court said his record did not justify his claim, as in one of the plays in his repertoire his only speaking part consisted of the words "All right." It appears that to be classified as an actor one must portray a role requiring a speech which is extended for a long time, and that the actor must be able to maintain his voice for a long time.

PRESIDENT MARKHAM'S LETTER ON GULF COAST.

It is with more than ordinary interest we publish in this issue of The Sea Coast Echo President Markham's letter to the editor of the Vicksburg Post in response to an editorial. "No region offers more promising field for development than the Mississippi Coast," says Mr. Markham, a man of keen perception and whose visualization of the Mississippi Gulf Coast, present and future, is prophetic. He says that by recreational, agricultural and industrial advantages can be realized fully the extent of opportunities in three-fold development.

President Markham has well backed his opinion of the Mississippi Coast and its potential advantages by his directing energies, which have extended and been expended to and in this section. The Illinois Central, it appears, while it has done much in developing its property in this section, has only begun to scratch the earth, so to speak. There are many major projects yet to be announced. That the Illinois Central has shortened the time of travel to 21 hours from Chicago to the Gulf Coast is perhaps the biggest and most outstanding accomplishment, and even this time will eventually be shortened, it is hinted, after the roadbed from Jackson to Gulfport will have been rebuilt and heavier rails laid, now in progress.

President Markham's letter is a classic. It presents the things we already know but failed to realize, and goes further by means of detail to tell us what we may expect. A more constructive and masterly piece of advertising for the Mississippi Gulf Coast has yet to be produced.

"POWER TRUST" MISNOMER.

There has been quite a lot of loose talk and writing of late regarding "power trusts," due to consolidations and interconnections of electric companies and their lines covering large sections of the country.

The use of the word "trust" in this connection is misleading. In the popular mind, a "trust" is a combination of business interests for the purpose of destroying competition, and presumably to increase prices for the commodity or service it has to sell.

Every well-informed person knows that in this day of business efficiency no public utility has any competition in the ordinary sense. No town under sane management has two competing electric, gas, telephone, water or other similar utilities. Each of these enterprises has a "monopoly" in the sense that it has no competitor serving the same territory, whether that territory be one small city or several States.

The public in every State is protected by a public service commission, elected by the people, with full authority to regulate rates and conditions of service. The public service commissions have the duty of seeing that the companies render efficient service at reasonable rates, and they are protecting the interests of the public in a manner that is generally satisfactory. No human device for the regulation of such enterprises has better served the purpose for which it was intended.

Through interconnecting systems great economies of operation are possible, surplus power in one locality may be sent to relieve a shortage in another, and extension of service to additional communities is facilitated. The absorption of weak local companies by strong, efficient ones invariably has been followed by a betterment of service and a lowering of rates. The public has secured benefits from these consolidations in the past, and will continue to do so in the future.

CALL IT "CHARITY."

Nothing annoys the average business man or merchant more than to be approached by someone soliciting an ad. for a church or lodge program with the statement that "We want you to advertise in this." He knows it isn't advertising, and he also knows that in 99 cases out of 100 it isn't a penny's worth of good. But he also knows that back of the solicitation is a threat, even though it may not be uttered, that "if you don't come across our crowd we'll get you when it comes to buying what you have to sell." The merchant knows that this kind of "advertising" is not advertising at all, but charity. And while there is no law or local ordinance to prevent such soliciting, there ought to be for the protection of our business men, or they should take it in their own hands and enter into a gentlemen's agreement to make whatever contributions they wish to make to schools, churches and other organizations, but to spend their advertising money for legitimate advertising—the kind that will do some good.—Brookhaven Leader.

W. F. BOND'S WEEKLY NEWS LETTER.

In Mississippi, where there is so much land to be had, there is no excuse for locating the school building where either in town or country it will be crowded by other property. The school house, if in a town or city, should be given the very best possible location, with ground enough so that the children will have plenty of room to play. The hall, if possible, should join the school grounds. The building is in the country, the school should own at least ten acres of ground. School authorities should purchase a good automobile, and should have a good teacher's home. The school should have a good library, and should have a good playground. The school should have a good gymnasium, and should have a good swimming pool. The school should have a good band, and should have a good orchestra. The school should have a good drama club, and should have a good sports team. The school should have a good student body, and should have a good faculty. The school should have a good reputation, and should have a good future.

WORK AND BOOZY APLENDS BOBBED HAIR DATES BACK TO REVOLUTION.

The following article from the past of C. S. Simmons, associate editor of the McClumb Journal, fits every town and city in the State, not omitting Bay St. Louis, and it is here reproduced by The Echo because we endorse every word and sentiment therein.

Robert Hubbard said: "If you work for a man, in heaven's name, work for him. If he pays wages that supply you bread and butter, work for him, stand by him, and stand by the constitution he represents. I think if I worked for a man I should work for him. I would not work for him a part of his time, but all of his time. I would give him an undivided service or none. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why resign your position, and when you are outside, down to your heart's content. But I pray you, so long as you are a part of an institution, do not condemn it. Not that you will injure the institution, but that when you disparage the concern of which you are a part, you disparage yourself."

The city or town that is making progress, that is building up, becoming larger and better morally, is that city or town in which the entire citizenship is united and are "boosters," rather than "leaners." There are to be found all cities and towns people who live and thrive off the other people and who never feel that they are called upon to aid, in any manner, in any proposition for the general welfare of the community. There are some people who are interested only in themselves and their immediate families, who have very little, if any, public spirit, and who have little or no interest in developing their own home town. Then, there are to be found in all cities and towns a few people who do nothing to aid the progress of the community, but who actually hinder, because they go about always fault-finding with people who are trying to do something, and never cease letting their tongues wag against the place in which they live. No person should live in any community who does not feel a keen interest in the welfare of that community and who is not willing, at all times, to shoulder the responsibility that rests upon him with individual citizens for the advancement of the town, to work collectively with other citizens for the prosperity of the people residing in the town. If it is good enough place for you to live in, uphold and "boost" it.

BIG COLLECTION OF CHOCTAW RELICS.

Laurel, July 17.—The most valuable collection of Choctaw Indian relics ever made by a city in Mississippi has been gathered by a group of twenty Laurel boys banded together as the Y. M. C. A. Choctaw Club. Within the past three months these boys have dug up in Jones, Jasper and Smith counties 836 Indian relics, including pottery heads of all kinds, Indian pottery, a large number of Indian work tools. The Choctaw exhibit at the State museum in Jackson is the only collection in the South which rivals that now being prepared for Lauren Rogers' Memorial Library.

The greatest part of the local collection was found within a radius of a mile and a half of the courthouse in Laurel, near the banks of the Tallahalee and Bogahoma creeks and offers positive proof that this country was once densely settled by members of the Choctaw tribe. A number of mounds and burial places have been located and also an old Indian workshop, one of the very few ever found in the South. These sources of history will be thoroughly investigated during the summer and all the relics found placed on display at the library.

In 1916 a nation-wide contest was arranged, in which the city of Baltimore offered a prize of one thousand dollars for the briefest possible expression of the American political faith, which should at the same time embrace the fundamental things most distinctive in American history and tradition. A Southerner, William Tyler Page, won, with the following as the American Creed:

"I believe in the United States of America as a government of the people, by the people, for the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign states; a perfect union, one and inseparable; established upon those principles of freedom, equality, justice and humanity, for which American patriots sacrificed their lives and fortunes. I, therefore, believe it is my duty to my country to love it, to support its Constitution; to obey its laws; to respect its flag; and to defend it against all enemies."

WHAT'S NEW?
An improved electric clock has a small motor which keeps the main spring wound to the same tension at all times, thus insuring greater accuracy of timekeeping.

Promising experiments are being made with a view to producing artificial rubber from petroleum waste.

A 7,500,000-candle power searchlight is to be installed on top of a hotel near Colorado Springs, at an elevation of 9,000 feet.

Style Starts in the Army and Was the Result of Official Orders Issued to Soldiers.

Philadelphia, July 19.—Origin of bobbed hair is now definitely laid to the cause of the Revolutionary War.

Discovery by Captain L. C. Baird, an army officer, of dusty old Continental Army records stored for years in the Schuylkill arsenal here, shows America's first shingle was worn by the American Doughboy and not by the American Tapper.

Bobbing the hair was even made a matter of general orders for the soldier of 1776, the ancient documents indicate. One such decree, issued at West Point, is oddly at variance with present-day West Point traditions, which frown on anything but the trimmest of haircuts.

"As the head dress of a soldier is one of the first and necessary ornaments," it reads, "the captain commands the N. C. officers and privates of the first regiment to have their hair cut behind, not to exceed seven inches long and close to the head."

"The N. C. officers and privates of the second regiment to have their hair tied behind in a bob cut close to the head, the hair of the whole to be cut with the top of the head short and brushed back. The officers commanding companies will see this order is carried into effect as soon as possible."

HERE'S A COLLECTION OF SLOGANS.
Hattiesburg American Declares Best Yet.—T. E. Rawls, of That City, is Author of List—Possibly Others Might Be Added to List.

A collection of the latest slogans now appearing on the rear of automobiles passing through Hattiesburg to the Coast, filed with tourists from everywhere, and those brought to the Hub by the returning students who have been away at school, and who are introducing them to dad's eight cylinders and bigger brother's flivver, has been made by Ed. Rawls, connected with the Hattiesburg Vulcanizing Company.

Here are a few of them:
All out of line but still throwing the oil.
Bored of education.
The house of a thousand scandals.
Girl wonder.
Capacity—Two Gals.
Struggle Buggy.
The tin you love to touch.
The Missing Linkin.
Our business is picking up.
Every knock a boost.
Goes farther, last longer, chases dirt.
Something your best friend won't sell you.
Four out of five have one.
Seven days in this makes one week.
The Ole Chok'n Bucket.
Twenty miles to a gallon.
Liberty but no license.
Four-wheeled drive.
Rural free delivery.
No coat, but it pants.
This car stops for all R. R. crossings.
Roll, Jordan, Roll.
We take care of the other 56-100 per cent.
This is the best show intown.
Valerita—the pressing service that shapes your clothes.

INTERESTING NOTES.
Compulsory voting laws exist in Argentina, Belgium, Bulgaria, Czechoslovakia, the Netherlands, New Zealand, Australia, Switzerland and Spain.

Only blind persons are permitted to practice massage in Japan, the law being designed to give the blind an opportunity to earn a living.

President Wilson was honored by degrees from 18 American and 9 European universities, and was made an honorary field marshal in the Brazilian Army.

A monument to the late Dr. Ludwig Zamenhof, inventor of the universal language, Esperanto, has been erected in the Jewish cemetery in Warsaw, Poland.

Chinese counterfeiters are so skillful that banks must employ staff of experts to guard against spurious coins and currency.

It is estimated that there are more than 20,000,000 wooden plows in use in India.

All English-speaking people are asked to contribute to a new Shakespeare memorial theater at Stratford-on-Avon, to cost \$1,250,000.

Jacob Hask, who invented barbed wire, died at DeKalb, Ill., recently at the age of 99.

An ancient medical document written in Egypt about 1700 B. C., contains the first mention of the brains of man.

Hancock County Insurance Agency

INSURANCE

IN ALL ITS BRANCHES

Let Us Take Care Of Your Needs

A. A. Scattee,
S. L. Egman, Agents.

Phone 108
Hancock County Bank

SEVEN BRIDGES.

Bay St. Louis St. County Bridges Will Form One of Important Chain of Seven—Integral Part of Old Spanish Trail—How Cities Are Built.

The chain of seven is always to be found. Seven causeways will, for the first time, create an unbroken driveway along the Gulf Coast from ancient St. Augustine, Florida, to the Mississippi Riviera, the Old Spanish Trail, and mark the passing in some places of toll ferries and wooden bridges.

The publication "Way Down South" makes note of the seven bridges. "Two of the bridges are now under construction. They are the Mobile Bay bridge; the one across the Biloxi Bay to the Hatterlands; the Biloxi to Gulf Hills, the Pascagoula River and Bay St. Louis bridges."

"When completed, the concrete causeway will open up a water front boulevard to the east coast that will be traveled by tourists from a vast southern territory."

"Considering the development in the cities along its route is seen as a result. The seven bridges, together with their individual cost, are: Over Mobile Bay, \$3,000,000; two over the Pascagoula river, \$175,000; across Biloxi bay to the Hatterlands, \$850,000; across Biloxi bay connecting Biloxi with Gulf Hills, \$550,000; over Bay St. Louis, connecting the city of Bay St. Louis with Pass Christian, \$700,000, and another connecting Bay St. Louis and Pine Hills, cost unestimated."

HIGHWAY PROJECT.
"The project of opening the Old Spanish Trail with both new highways and bridges is showing marked progress as far west as San Antonio, Texas, according to a report from Old Spanish Trail headquarters, at San Antonio."

"East of San Antonio, the report states, between St. Augustine and San Antonio, a total of \$46,987,350 is involved in the cost of completed roads and bridges, including work now authorized or in progress."

French scientists have developed a preventive for tuberculosis which gives complete immunity for two to three years, and possibly longer.

Professional Cards.
DR. J. A. EVANS,
DENTIST.
Hours: 9 to 12, 1:30 to 6.
Hancock County Bank Building,
Telephone No. 34.
BAY ST. LOUIS, MISSISSIPPI.

ROBT. L. GENIN,
ATTORNEY AND COUNSELLOR
AT LAW.
Practices in All Courts.
BAY ST. LOUIS, MISS.

GEX & WALLER,
ATTORNEY AT LAW.
Merchants Bank Building,
BAY ST. LOUIS, MISS.

GASTON G. GARDEBLED
ARCHITECT
PROFESSIONAL CARDS,
POPLARVILLE, MISS.

LEGAL ADVERTISEMENT.
To Whom It May Concern:
This is to certify that the trustees of Clear Con. School and the County Superintendent of Hancock and Pearl River Counties will offer for sale and sell to the at 11 o'clock A. M. Aug. 2, 1926, the transportation route running from J. J. Lee's to Clear Con. School via Ruth Mitchell's. Motor vehicles only will be accepted, and the trustees and superintendents reserve the right to reject any and all bids. Respectfully submitted,
J. B. KILLAR,
Co. Supt. Edgewood County,
TOM LEB, Secretary,
Board of Trustees.
July 19, 1926.

FOR ONLY

\$15.00

You Can Buy a
6 Volt, 13 Plate
80 Ampere Hour

Ford

BATTERY

With Long Life
Capacity and
Starting Ability

A GOOD RADIO BATTERY.

EDWARDS BROS.

ADVERTISERS!

Remember

The Sea Coast Echo

Covers Hancock County

Like the Dew

Cheaper than Posters

One Ad. Tells it to
Thousands

People say they like it because—



It's "the most refreshing of drinks".... "delicious".... "delightful with food, especially sandwiches".... Buy it by the case—keep it on ice at home.

Bottled By

COAST COCA COLA BOTTLING CO.

Julius Schwall, Agent. Phone 219-J.

7 million a day... IT HAD TO BE GOOD TO GET WHERE IT IS

Office: Echo Bldg. Telephone 100

H. G. PERKINS

Insurance Agency,

Fire, Life, Liability, Auto, Accident, Health

I Specialize In Insurance

Give me a "ring" or drop me a "line" and I will call on you and fulfill your wants

OPEN THE YEAR ROUND. AMERICAN PLAN.

HOTEL WESTON,

BAY ST. LOUIS, MISS.

Catering to Tourist and Transient Trade.

THE FOUR-SEASON HOTEL.

A Most Delightful and Home-Like Resort for Visitors.

Every room an outside room, all with private bath, single and double.

Address H. C. BABCOCK, Manager.

Open Continuously. Always at Your Service.

Telephone Number 95.

Pan-Am Gasoline

Sold at Drive-In Station.

Courteous Attendants; Expert Mechanics.

ON THE BEACH, BAY ST. LOUIS, MISS.

R. P. KNIGHT, J. C. JAMES, Props.

Wanted—Real Estate

We have Clients who are interested in purchasing Beach Homes, Beach Lots and Homes and Lots off the Beach. Also Acreage and Farms.

If you have Real Estate of any kind to sell, it will pay you to see

H. G. CUEVAS,

Phone 179 Bay St. Louis, Miss. Gex Bldg.

BAY ST. LOUIS FERRY

Day and Night Schedule now in effect

LEAVE BAY ST. LOUIS		LEAVE POINT	
6:30 A.M.	2:30 P.M.	7:00 A.M.	3:00 P.M.
7:30 "	3:30 "	8:00 "	4:00 "
8:30 "	4:30 "	9:00 "	5:00 "
9:30 "	5:30 "	10:00 "	6:00 "
10:30 "	6:45 "	11:00 "	7:30 "
11:30 P.M.	8:15 "	12:00 Noon	9:00 "
1:30 "	9:45 "	1:00 P.M.	10:30 "
	11:15 "	2:00 "	12:00 A.M.

Service between Bay St. Louis and Henderson Point.

GEARY-OAKES CO., Inc.

GENERAL CONTRACTORS
NEW ORLEANS

Pres't Markham of Illinois Central Says Mississippi Coast Is Promising Field For Development.

In its issue of May 5, 1926, the Vicksburg Evening Post printed an editorial on the Gulf Coast and the development attending this section's growth. The editorial attracted considerable attention, of this number thus attracted by no means the least was President Markham, of the Illinois Central Railroad, who, in response thereto, wrote a splendid letter, worthy of reproduction. The Echo gives publicity in this Special Edition to the editorial, President Markham's response and the Vicksburg Post's second editorial, which followed:

GULF COAST DEVELOPMENT.

The discovery as it were of the advantages of the country along the Mississippi Sound as a winter playground, is so recent that people are still wondering if it is all true or only some real estate agent's stuff. To those in the know, it is more than real—it is the fulfillment of a dream which many had long had.

These facts are significant: That the Edgewater Beach Hotel interests of Chicago think well enough of the Coast to invest \$2,500,000 in a magnificent Edgewater Gulf Hotel; the fact that other interests are planning to build hotels of equal proportions; the fact that the Illinois Central, with that wise self interest which has ever characterized its management, is now, since it has acquired the Gulf and Ship Island Railroad, working to build and for the tourist traffic.

The proximity to a large city like New Orleans, with all of its varied forms of amusement, none of which Florida, the "Land of Gold," can offer, bids fair to make the Gulf Coast the ideal spot for winter residents in this country. "Twenty-four hours from the ice and snow of your home, to the sunshine and balmy breezes of Biloxi," is a slogan that is lacking to make this a perfect summer paradise. Only one thing is lacking to make this a perfect summer paradise, and that is the mosquito, and steps are now being taken by the United States government to eradicate this pest. This done and Mississippi will attract to herself the best white population of the Middle States, to whom California is a lengthy journey, while our grand old State is only around the corner.—Vicksburg (Miss.) Evening Post, May 5, 1926.

Chicago, Ill., June 9, 1926.

Dear Mr. Cashman:

Please accept my congratulations upon your editorial in the Vicksburg Evening Post, entitled "Gulf Coast Development," in which you have discussed the increasing popularity of the Mississippi Gulf Coast as a resort. To call attention to it as you have done, to the opportunities which await Mississippians at their own doorstep, is one of the most worthwhile public services that can be performed by the newspapers of your State.

No region of which I have knowledge offers a more promising field for development than the Mississippi Gulf Coast and the adjoining territory traversed by the lines of the Illinois Central System. In the comparatively short time that has elapsed since the discovery of this wonderful possibilities of this region, its attractions as a resort for winter and summer visitors are becoming better known each year and would suffice in themselves to warrant an optimistic outlook for future development. But the full extent of this region's opportunities can be realized only in the light of the advantages which must be made of the land itself.

The agricultural resources of the Mississippi Gulf Coast territory are unusually good. Soil and climatic conditions lend themselves to the production of a wide variety of commodities, and the long growing season makes it possible to obtain two and sometimes three crops a year from the same land. Fast freight service insures ready access to the great markets of the country. The mean temperature of this region runs from about 50 degrees in January to about 80 degrees in July and August. Rainfall averages about 62 inches annually, ranging from about 3 to 7 inches a month. Records show an average of 276 days of sunshine a year. The growing season averages more than 300 days a year.

These natural advantages of climate and location have already brought about a gratifying agricultural development. The number of farms in Harrison county, for example, increased from 729 in 1920 to 1,025 in 1925, and the farm acreage increased from 55,746 to 75,746 in the same period. There are still thousands of acres in this region which can be purchased and put in cultivation for only a fraction of what good farm land costs in other parts of the country. It has been demonstrated that by intensive cultivation such land can often be made to yield in one year a return in excess of its entire cost.

The Mississippi Gulf Coast territory is especially suitable for the growing of peaches experts have said that this region enjoys advantages equal to those that have made certain parts of Georgia famous for peaches. Peach trees in Southeastern Mississippi begin bearing the second year after they leave the nursery. The yield at maturity is high, as a rule, and the crop is usually ready for market at a time when there is little competition with peaches from other districts. One peach orchard in Southeastern Mississippi that has been given proper care has failed to make a fall crop only twice in twenty-four years.

Satsuma oranges are being grown successfully in the territory of the Mississippi Gulf Coast. Mississippi oranges, like Mississippi peaches, are ready for marketing at a time when the market is favorable for attractive prices, and, since the crop is not often hurt by cold weather, the yield is fairly certain. The Gulf Coast enjoys the advantages of an efficient citrus fruit organization which has been in operation several seasons. Marketing and the purchase of tools, fertilizer and other orchard supplies are handled through this association.

Good results are obtained from the growing of berries. Grapes produce successfully under careful handling. Blackberries likewise give good yields. Nine carloads of strawberries were shipped from the Mississippi Gulf States this year; the average production per acre was around 100 crates.

Truck farming is another agricultural development that has met with gratifying success in Southeastern Mississippi. The early growing season makes for attractive prices for the vegetables produced in this region. Shipments of fresh vegetables from one point in this territory already amount to 325 carloads yearly, consisting of 150 carloads of radishes, 100 carloads of carrots and 75 carloads of turnips, beets, beans, cucumbers and squashes. One pickle factory in this territory paid the cucumber growers last year in excess of \$275,000 for their crop. The yield of vegetables per acre obtained by one grower in this territory ran as follows: 2,400 dozen bunches of turnips, 1,000 dozen bunches of radishes, 1,500 dozen bunches of collards, 600 hampers of carrots. Yield of 200 crates of cabbage to the acre and of 400 to 700 crates of tomatoes to the acre are obtained. Both sweet and Irish potatoes are grown with great success, and attractive prices are usually received for the early crops from this region. The average yield is about 225 bushels of early sweet potatoes and 150 bushels of early Irish potatoes to the acre.

Peanut growing is becoming an increasingly important source of revenue in this region. The trees are not attacked by insects and disease as readily as fruit trees, and, if carefully handled, will live and bear for hundreds of years. Peanuts usually begin to bear in fair quantities about the sixth or seventh year, the yield increasing until the trees reach maturity. Trees ten to twelve years old and well cared for should bear about 140 pounds each, although the yield is frequently as high as 200 pounds. With twelve trees to the acre, such a yield brings a good revenue.

Mild winters and abundant water supply make Southeastern Mississippi an ideal location for dairy, poultry and other livestock farming. Steps are now being taken to eradicate the cattle tick from this territory. Forage crops are easily grown and afford good pasturage for cattle practically the entire year. Creameries at Gulfport, Hattiesburg and Laurel afford a ready market for dairy products. A weekly auction sale has been recently established at Laurel to assist in the marketing of livestock and a meat-curing plant is operated at Laurel. Sheep raising has proved so successful that there are now more than 30,000 sheep in this region.

Although poultry farming is steadily increasing, the local demand for poultry products is greatly in excess of the supply, due to the increase of visitors in the resort cities along the Coast. Poultry farming can be carried on in this vicinity at very low cost. The mild climate makes it unnecessary to provide expensive artificial heat, and the loss from disease and insects is materially curbed because the birds range in the open the entire year. Ordinarily 200 to 400 hens can be kept on an acre of land. A co-operative marketing department and storage plant are operated at Gulfport by a poultry association. At Laurel there is a chicken hatchery with a capacity of 40,000 eggs at each hatching.

The field for commercial and industrial development in Southeastern Mississippi is becoming increasingly important. The region has a clean, pure, abundant supply of raw materials for the manufacture of turpentine and resin, paper, wood products, cotton and cottonseed products and clay products. Other factors tend to make it an attractive location even for industries which draw their raw materials from a considerable distance. Hydro-electric power is brought into the principal cities of this territory at rates in line with those charged for power in other industrial regions. There is a good supply of cheap labor, and the favorable transportation—a vital factor in the growth of commerce and industry—is assured through efficient railway service and the proximity of deep water port facilities.

Indicative of the recognition already accorded the region as an industrial center is the fact that it now includes plans for the manufacture of cottonseed oil and other cottonseed products, cottonseed hulls, turpentine, paper, wood products, cotton and cottonseed products, and a large number of other industries. The sea food industry along the Mississippi Gulf Coast is also important. One of the best natural harbors in the United States is situated here.

poultry grit from oyster shells. Last year shipments of this commodity from Biloxi aggregated 1,154 carloads. According to the most recent census, the value of the products manufactured in 1919 in the three counties in which are located the principal industrial cities of this region—Hattiesburg, Laurel, Gulfport and Biloxi—was nearly \$24,500,000. This was approximately one-eighth of the total value of all products manufactured in Mississippi in that year. The next census undoubtedly will show a marked increase in these figures, caused by the establishment of new industries in Southeastern Mississippi. For example, a new factory for the fabrication of artificial hosiery has recently been placed in operation, and a plant for the production of fibre-board from sawmill waste is now nearing completion.

The recreational facilities of the Mississippi Gulf Coast territory, to which your editorial referred, attract thousands of visitors each year and are steadily increasing in popularity. The mild, equable climate makes living delightful for the people of the South, and in recent years there has been an increasing flow of visitors coming to the Coast and inland cities of Southeastern Mississippi to escape the inclemencies of winter in other parts of the country. The number of visitors to the Coast during the last winter season was estimated at 24,000. It is expected that the number of summer visitors this year will greatly exceed this figure.

Accommodations for visitors are being developed in all degrees of luxury desired. Modern hotel facilities now available, including both resort and commercial hotels, provide a total of about 1,100 rooms, in addition to which there is an even larger number of rooms to be had in boarding houses, private homes and apartments. These accommodations are being augmented rapidly. New hotels under construction include the Pine Hills at Pass Christian, the Markham at Gulfport, and the Edgewater at Biloxi, near Biloxi, and additions are being made to the existing hotels at Biloxi, and to the hotel capacity of the Mississippi Gulf Coast territory.

A variety of sports may be enjoyed in this region. There are nine-hole golf courses at Hattiesburg and Columbia, and Gulfport, Biloxi, Pass Christian and Laurel have eighteen-hole courses. Three new eighteen-hole courses are under construction at points near Biloxi. There are plenty of tennis courts available. Miles of gently sloping sand beaches along the Coast offer an ideal place for sunbathing and there is extensive bathing on the outer side of the fringe of islands that protect the Coast. Yachting is another favorite sport. The annual two-day regattas of the Biloxi Yacht Club, including the famous schooner race, are important events for followers of this sport. Fish of many kinds, including the fighting tarpon, abound in the waters of the Gulf of Mexico and the many small water streams that empty into it. As a result of this, there is good fishing any month of the year. Mulletting is a pleasure on the improvement of the highways which is general throughout this territory.

One of the greatest advantages of the Mississippi Gulf Coast region as a recreational center is its accessibility. The comparatively recent extension of the Illinois Central System service into Southeastern Mississippi has added to the facility with which this great playground can be reached in less than twenty-two hours from Chicago and in less than nineteen hours from St. Louis.

Health conditions throughout this territory are excellent. Capable and energetic health department forces keep a close check on sanitary conditions. Mosquito eradication work is being carried on actively, and malaria is now practically wiped out. The milk supply is carefully supervised to insure cleanliness and purity. City water supplies are taken from artesian wells varying from 700 to 1,100 feet in depth. Chemical analysis shows this water to be pure and healthful. There are modern hospital facilities at Hattiesburg, Laurel, Gulfport and Biloxi.

Amply provision for education has been made throughout the Mississippi Gulf Coast region. The public schools are of the most modern type, with teachers to give specialized instruction in such subjects as agriculture, industry and home economics. In addition to a full complement of primary and grade schools, Harrison county, which includes Gulfport, Biloxi and Pass Christian, has seven accredited high schools and one agricultural high school. Forrest county, which includes the famous Pass Christian school, has one high school, one agricultural high school and four consolidated schools. Laurel has five grade schools and two high schools, and a junior high school is being erected. These public school facilities are supplemented by a number of private and parochial schools. Among the larger educational institutions in this region are the Mississippi State Teachers' College and the Mississippi Woman's College, both at Hattiesburg; the Gulf Coast Military Academy, at Biloxi; the Pass Christian College, for girls, both near Gulfport and St. Stanislaus College, for boys, at Bay St. Louis, not far from Pass Christian.

There are splendid churches throughout this region, and practically all religious denominations are represented. There are public library facilities at Gulfport, Biloxi and Laurel. A valuable art collection containing many notable paintings by English, Dutch and American artists, has been assembled in the Lauren Rogers Library at Biloxi.

Measured by any standard, the Mississippi Gulf Coast territory is one of the most thriving and most progressive regions to be found anywhere. The program of improvements, public and private, now under construction or authorized for construction, aggregates nearly \$50,000,000. The combined resources of the banks at Gulfport, Hattiesburg and Laurel increased in the last year more than 21 per cent. Postoffice receipts at Gulfport for the first three months of 1926 showed an increase of approximately 35 per cent over the same period of the previous year. The savings and loan association assets at Gulfport increased about 190 per cent between January 1, 1925, and April 30, 1926. Permits for the construction of new homes and business structures, increases in automobile registrations and estimates of population increases confirm these evidences of the growth and prosperity now general throughout this region.

The Illinois Central System has taken a hearty interest in the advancement of the Mississippi Gulf Coast territory, and we intend to continue doing everything possible to assist in the development of its resources. We are especially glad to lend our full co-operation in disseminating a knowledge of its opportunities. I believe the progress already made in this region, gratifying as it has been, is only an earnest of what may be expected. Editorials such as yours are a particularly effective means of attracting attention to these. Any contribution toward the further development of the Mississippi Gulf Coast territory is a contribution toward the development of Mississippi as a whole.

Sincerely yours,

C. H. MARKHAM.

Mr. F. P. Cashman,
Managing Editor, The Vicksburg Evening Post,
Vicksburg, Mississippi.

LETTER FROM MR. MARKHAM.

The Post is printing today an interesting letter from C. H. Markham, president of the great Illinois Central Railroad, in which he commends recent editorial in the Post, in which the Mississippi Coast development was discussed.

Mr. Markham thinks editorials of this sort do a lot of good in calling attention to "opportunities which await Mississippians at their own doorsteps."

Mr. Markham takes the time to write something about these opportunities—the soil, climate and natural resources of Mississippi. The letter will prove stimulating and well worth reading. The Illinois Central Railroad has long been tied up with Mississippi, and due to recent acquisitions of railroads in this commonwealth is now identified closer than ever with the State.

Ever, the Illinois Central officials have tried to develop the territory service, and striking success has resulted from these efforts in Mississippi and sister States.

The Post believes that a great future awaits our Gulf Coast section. And the paper believes, further, that any advantage that comes to any part of the State will help every other part of the State.

Northern eyes, more than ever, are to be directed towards Mississippi. All of our cities, we believe, are to grow in the near future.

Industrial development is to come, and while Mississippi will always be a great agricultural State, there will be other things to bring wealth to the commonwealth.

The Post appreciates the kindly letter from Mr. Markham, a busy man with a myriad of duties, but never too busy to take a kindly interest in Mississippi and Mississippians.—Vicksburg (Miss.) Evening Post, June 16, 1926.

THE PORT OF NEW ORLEANS.

Imports and exports through New Orleans in the fiscal year 1925 amounted to 9,400,000 long tons, valued at \$691,000,000. This exceeded the value of the foreign commerce of all Japan or of France and Belgium combined in that year.

The port of New Orleans has grown rapidly in recent years. With a foreign tonnage in the fiscal year 1925 amounted to 9,400,000 long tons, valued at \$691,000,000. This exceeded the value of the foreign commerce of all Japan or of France and Belgium combined in that year.

The port of New Orleans has grown rapidly in recent years. With a foreign tonnage in the fiscal year 1925 amounted to 9,400,000 long tons, valued at \$691,000,000. This exceeded the value of the foreign commerce of all Japan or of France and Belgium combined in that year.

The port of New Orleans has grown rapidly in recent years. With a foreign tonnage in the fiscal year 1925 amounted to 9,400,000 long tons, valued at \$691,000,000. This exceeded the value of the foreign commerce of all Japan or of France and Belgium combined in that year.

The port of New Orleans has grown rapidly in recent years. With a foreign tonnage in the fiscal year 1925 amounted to 9,400,000 long tons, valued at \$691,000,000. This exceeded the value of the foreign commerce of all Japan or of France and Belgium combined in that year.

The port of New Orleans has grown rapidly in recent years. With a foreign tonnage in the fiscal year 1925 amounted to 9,400,000 long tons, valued at \$691,000,000. This exceeded the value of the foreign commerce of all Japan or of France and Belgium combined in that year.

ACROSS THE BAY.

Title of Complimentary Editorial From Gulfport Magazine, Writing of Bay St. Louis.—One of the Seven Cities By-the-Sea—"Across the Bay."

Bay St. Louis always remains in the mind of the visitor as a place of charm, where one loves to return and linger. Thousands of annual summer visitors to this resort and city fondly refer to it as "our Bay St. Louis." "Way Down South," the weekly magazine published at Gulfport, recently carried an editorial on Bay St. Louis, in which this reference was made, and in truth, it is a fact. How often this place is affectionately referred to as "The Bay," and "Our Bay."

Published over at Gulfport, and from this end as well, "Across the Bay," the magazine editorially says: "A dozen miles to the west of Gulfport and then just across the Bay of St. Louis is the charming, historical city of Bay St. Louis, so named by the early French explorers."

"While it is one of the seven cities by-the-sea, it seems some of the others have forged ahead faster than this bay city, whose streets are built around the oaks and magnolias in order to make it more picturesque. The building of the new bridge across the Bay of St. Louis by the governments of Hancock and Harrison counties will close the only gap in the Old Spanish Trail in the State to Mississippi."

"New Orleans' people like to speak of our Bay St. Louis as being a suburb of the Crescent City, and we know of one 15-acre garden spot, the Winsor home, the gross income from which is a thousand dollars per acre each year."

"The law of supply and demand will obtain and Bay St. Louis acreage is certainly due for a sharp advance."

JUST JOKES.

Improving on Darwin.
Girl Pupil in Portville High School—Both men and women sprang from monkeys, but women sprang farther than men.—Boston Transcript.

Keep Off the Stars.
In days when flying flippers Dart here and there in schools, We'll have to regulate them Through new air-traffic rules. In lieu of cutting corners, We'll have an air rule allowed; "You must not cut a cloud."—Boston Transcript.

Wrong Number.—Matrimony is like telephoning—one doesn't always get the party one wants.—Washington Post.

Not Shy About It.
Visitor—I suppose they ask a lot for the rent of this apartment?
Hostess—Yes, they asked George seven times last week.—Christian Advocate.

Took the Hint in Reverse.
A countryman came to Boston to visit some relatives and to see the sights. He remained until patience on the part of his hosts, a married couple, ceased to be a virtue. "Don't you think, my dear fellow," remarked the husband one day, "that your wife and children must miss you?"

"Hahn't thought of that," was the calm reply. "Thanks for the suggestion, I'll send for them."—Boston Transcript.

A negro, accused of stealing a chicken, was found not guilty for want of sufficient evidence. "You are acquitted," said the judge.

The negro's jaw dropped. "What did mean? I gotter bring back de chicken.—Exchange.

"I seldom make a mistake," said the man, as he placed the lighted end of his cigar in his mouth. "But when I do," he continued, "I rectify it immediately!"

And he reversed his cigar and went on with his conversation.—Exchange.



Of a Visit to the Famed Gulf Coast, With Some Side Lights on Recent Editors' Trip to Coast.

By WALTER SCOTT MERIWETHER, in Charleston (Miss.) Sun.

The sunny land De Soto found, Dreams as it dwells apart. That might have been true years ago, but it is not true now. Down at the Coast, where the Magnolia State dips her feet into the Gulf, there is now what George W. Cable would have described as "a tumbling, bellowing surf of tremendous energies and vast enterprises." There on a narrow strip of Coast frontage, 35 miles in length, nearly \$60,000,000 in sea walls, magnificent hotels and other enterprises, have recently been invested. You cannot throw that much money into a narrow alley without greatly enhancing values. Such expenditures lure other investors, so it becomes an endless chain.

When the writer's old friend, Julian Ralph, of the old New York Sun, was down there a good many years ago, he wrote of "the sensuous, dreamy, delicious, soothing nature of the sea coast fever," and added that no one catching it would be cured of it on any account, that a patient with it will be observed to talk rationally, and to sustain ordinary light conversation, but on no account would move from a chair, unless it was to drop into the next empty seat. He told of a northern editor to whom he had handed a newspaper, telling of the burning of his plant. But the editor pushed it away without reading, saying, "I am here for a rest and don't want to be bothered with business."

But it is a different sort of a sea coast fever one catches down there now. One becomes infected with the energy, animation, "v-v-v" and life of the region, the up-and-doing spirit; the enterprise which is building a \$3,500,000 sea wall, constructing great bridges and costly highways, numerous and splendid golf links, and those congregations of magnificent hotels. Nature has done about all it could do for this favored section; now men, with vision, and money to back it, are demonstrating to what extent art can go in improving the natural beauties of a sea front, which has the unique distinction of being the only one in American with a southern exposure.

THE NOTED ADDRESS OF PRESIDENT RAND.

We have just returned from a visit to that section, where we had gone to attend the double-header convention of the Mississippi State Press Association, part held in Jackson, the other part on the Gulf Coast. And here we will quote from a remarkable address given to the convention by its president, Clayton T. Rand, one which the venerable dean of the association, Colonel R. H. Henry, pronounced as the best ever given to the association during its sixty-one years. In it Mr. Rand, whom we now nominate as the new Henry Gray of the South, said:

"Our federal statisticians for Mississippi have compiled figures that tell the startling story that a dollar invested in Mississippi farm lands last year produced a gross return of \$1.89, while a dollar invested in farm lands in the rich rural empire of Iowa only earned a gross return of 16 cents, making Mississippi more than ten to one the better investment. Industrially we face a rising sun. Capital in a veritable stream is flowing in hydro-electric power, the magic fluid that works industrial miracles in pouring in over high tension lines that traverse the State with promise of competitive power rates against the world. Millions are bringing to a purely agricultural State an industry divers'fied. Milk condensing plants, cotton mills and factories multiply.

"Trunk railroads have their eyes on Mississippi and consolidations are bringing close the world's great markets. Roads and highways are spreading out to form a gigantic web for travel and traffic. On the Coast a harbor is contributing to form transportation facilities by road, rail and water unexcelled.

"The Mississippi Coast is being converted into a veritable playground and workshop. A building program of \$59,000,000 is under way. Men with money are being introduced to Mississippi through this gateway for the first time. Their activities will not stop with a bit of beach and a boat.

"In every field and from every angle Mississippi has never seen times like these, so rich in promise."

A SOUTHERN VIEW OF SOUTHERN DEVELOPMENT.

Following the dinner at Pine Hills, came many speeches. The one which most impressed this writer was made by W. E. Bilheimer, of Chicago. In it he emphasized a point which is important because it is heavy with truth. It is that in America we now have a leisure class more numerous than any the world has ever known, millions who are looking for playgrounds and who have the money to invest in such places as suits their fancy. He estimated that this class numbers 13,000,000 in class against about one million a decade or so ago. About three millions, of the thirteen millions, he said, will annually seek recreation in Europe.

That leaves ten million to be provided for at home. It is this class that is going to populate the Gulf Coast, whose many attractions are now being made known far and wide, and whose money will build it into an American Riviera. And all of the rest of the State, the speaker assured his hearers, will benefit from the migration of this wealthy class to the South. For they will be passing through the State either by automobile or train, and can see for themselves what a fair and fertile land we have.

Mr. Bilheimer said something more that was highly interesting and significant. It was in the line of prophecy. "I want to make this prediction," he said, "it is that about November of next year, when all of these great improvements and magnificent hotels will have been completed, and others perhaps starting up, this Gulf Coast of Mississippi will experience the wildest real estate boom that any section of America has ever known."

There was another speaker whose speech was impressive. He had himself been immensely impressed with all he had seen on the Gulf Coast, and particularly with some things he had found out during his stop on this Pine Hill reservation. This speaker was the Hon. Walker Wood, Secretary of State and former publisher of the Winona Times.

Mr. Wood had been told that lots on that reservation were held as high as \$13,000. He found it difficult to encompass the idea of small space plain woods being valued at such a figure. He knew of great tracts around Winona which could be had at less than half the price of a 60x200 lot in these pine woods on the Coast.

GOOD ADVICE TO OUR YOUNG MEN.

He summed it all up with this advice to the young men and boys of Mississippi: to save every cent they can make, put it in bank and when they get enough, buy Mississippi land. "That he believes is the best investment anyone can make these days. He is as sure of the general increase of values in this State, as the Gulf Coast people are of their own sea breeze prediction."

Ex-Governor Theodore G. Bilbo, delivered a telling address, in which he discussed the fulfillment of his prophesy made in 1906 at the breaking of ground for the Centennial Exposition, as to the coming prosperity of the Coast, and he prophesied again concerning the future prosperity of the Coast. According to Mr. Bilbo, the arrival of the Illinois Central at Gulfport assures the future importance of that city as the trading point of America with the South American States. Ex-Governor Bilbo discussed the necessity of extensive farm, dairies and productive enterprises in connection with the tourist activities of the Coast itself.

It was nearing 11 o'clock when the affair ended. The automobiles conveyed the visitors to Pass Christian, where a fleet of motor busses furnished by the Traction Company were awaiting their arrival. These took the visitors to their appointed hotels, ours being the excellent Avezel, in Biloxi, and where we arrived around 1 a. m. Having been up at 1 o'clock that morning it lacked only three hours of being a full day, and soon after reaching our room, we fell into the blessed condition of a log, and slept as little children sleep.

Our room faced the Gulf and on the ensuing morning a thunder storm provided a royal pageant. Charged with dazzling lightning the sombre clouds rolled from the west, not in a single black mass, but in broken sections, through which the sun blazed at intervals. And throughout this colossal display the Gulf waters more color changes than one can imagine, gold, raw gold, one minute, swiftly changing to opal, sapphire and emerald as the lights and shadows played over the vast expanse. And stretched along the southern horizon, a long mountain range of gilded clouds from whose glowing summit might have been chanted the First Chapter of revelations.

AUTO TOPS—CUSHIONS—SEAT COVERS

MADE TO ORDER AND REPAIRED

GEORGE ALEXANDER

BREATH'S SERVICE STATION.

PHONE 160.

Window Seats

W. H. SLINGER

Upolsterer.

We are still giving good work to good people, and have got a good line of Coverings for Furniture, and good grade of Ticking for Mattresses. Boat and other Cushions made to order. Also New Samples of Cretonne.

Shop, 109 Toulme St. Residence, 105 State Street.

